

استخدام أسلوب تحليل محفظة الأعمال (BCG) في تقييم موقف الشركة التنافسي
(دراسة تطبيقية في شركة المنار لتسويق المنتجات الغذائية في البصرة)

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Abstract:

Facing business organizations continuous changes in the level of performance of units operating, including Al Manar placed research, in order to identify its competitive position it should take two dimensions two basic market share and growth rate to meet the competitors, so the problem of search to establish the position of the company's competitive position and for each product and take the appropriate decision based on the most important competitive strategies using the style of the business portfolio analysis BCG, has been to reach a set of recommendations to ensure that the company maintain its market share and growth rate of its products.

KEY WORDS: BCG Matrix, market share, growth rate, competitive strategies.

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-(N.P.Agarwal;2009)

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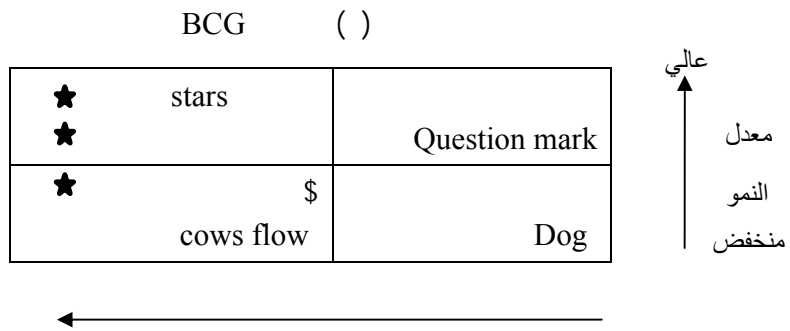
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(Kotler&Dubois;1997).

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(Metin&etal;2012).

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(T.atamer&R.calorie;1998)

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(Hitt&Hokinson; 2001)

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82	74	67	63	57	51	47	X1	
38	38	41	41	36	37	37	X2	
78	77	82	82	77	89	79	X3	
37	33	30	27	17	19	17	X4	

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79	72	62	57	52	49	45	Y1	
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